

Recruitment and Management of Customer service in 11 different languages

iPing BPO has delivered its efficient customer service in 11 different languages from centers in Pune & Solapur successfully since the last 2 years.

Our service team's consistency is also due to its low attrition rates, maintained at 7.9% in Solapur (Jul-12 till Jun13) and 8.8% in Pune (Jul-12 till Jun-13) by using unique methods of compensation and incentive structure.

About the Client:

Our client is amongst the top 10 business houses in India. It consists of a wide range of industries, spanning from automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel to finance. We are dealing with the non-banking financial sector of this client.

Business Context:

iPing BPO is running Inbound & Outbound BPO services, of which the Inbound Customer Care is being operated from the Pune center and Outbound services from the Solapur center.

The requirement from this client was for 9 different regional language candidates as they need to cater the most part of our country through their Inbound and Outbound operations.

It was not at all an easy task to recruit 9 different regional languages at Pune and also at Solapur as the population that are fluent in languages such as Tamil, Malayalam, Gujarati, Bengali and others are very low.

In addition to that, the client had a requirement of Punjabi and Oriya language at Pune which took the total count to 11 different languages needed.

The languages are as below:

1)Hindi 2) Marathi 3)English 4)Telugu 5)Kannada 6)Tamil 7)Malayalam 8)Gujarati 9)Bengali 10)Oriya 11)Punjabi.

SOLUTION:

To overcome such challenges, the following action plan was implemented:

- Recruitment by advertisements in newspapers and on different job portals.

- Division of the languages in two different segments according to availability of manpower at Pune & Solapur such as normal & special languages.
- Designation of special allowances for some distinct language candidates such as- Bengali, Tamil, Malayalam, Gujarati, Punjabi and Oriya.
- Announcement of Special Employee Referral scheme for these languages.
- Communication with religious institutions/federations to get referrals of various language candidates and proposition of a referral award to them also for such references.
- Distribution of ad flyers in specified areas for such languages at both locations.
- Co-ordination with placements consultants effectively for the recruitment.

Another challenge after recruitment was to train them for their process to a certain level that matched our high standards of customer service. We would face problems with candidates who were able to understand primarily in their regional languages, so we took the assistance of our existing CSA's that spoke those languages and trained new candidates with a better platform.

Thus, we also achieved a cross-versatile measure for our existing CSA's in these languages.

Benefits:

By applying the above measures, we were able to maintain the service level agreements with our client regarding language-specific logins. Our process further led us to have better clients as well as greater consumer satisfaction.